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Curios and Relics

China, Kitchenware, & Glassware

Commemorative China

Lincoln Commemorative Distributing Company

Excerpts from newspapers and other sources

From the files of the
Lincoln Financial Foundation Collection

Lincoln Commemorative Distributing Company

407 LEADER BUILDING
CLEVELAND 14, OHIO

~~XXXXXXXXXXXXXXXXXXXX~~
M A I N 1 - 1 0 3 3

October 18, 1958

Dr. R. Gerald McMurtry
Director of the Lincoln National Life Foundation
c/o Lincoln National Life Insurance Company
Fort Wayne, Indiana

Dear Dr. McMurtry:

Thank you for your kind consideration in receiving our Mr. Stutz on yesterday and giving us the encouragement which he reported in connection with the Lincoln Sesquicentennial Royal china quality plates.

Those of us working in the Lincoln vineyard feel that we cannot labor too much or too long in spreading the gospel in connection with the forthcoming Sesquicentennial celebration and to this end we have geared the price of our Commemorative plates for the widest possible distribution at the lowest nominal profit permitting our survival during the current year.

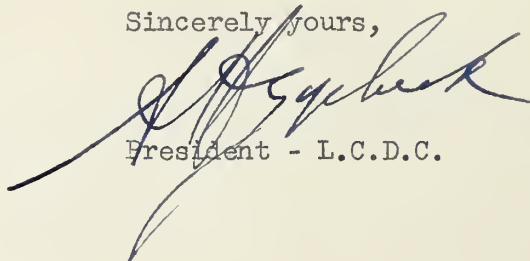
Everyone who has seen the several patterns of these plates has 'raved' about them and we are proud of our achievement in the end product.

A collection of these patterns and colors really look nice on an exhibit wall and we should like for you to have the full collection and will forward each pattern to you as we produce same. Any criticism or suggestion you may have in connection with these plates will be most welcome as we respect you most highly as one of the leading experts in the field.

We are forwarding to your office, via parcel post, our latest pattern R-58 which is the Sesquicentennial Year in calendar form and hope you like it.

Thanks again for your consideration and kindness.

Sincerely yours,



President - L.C.D.C.

AHZ:md

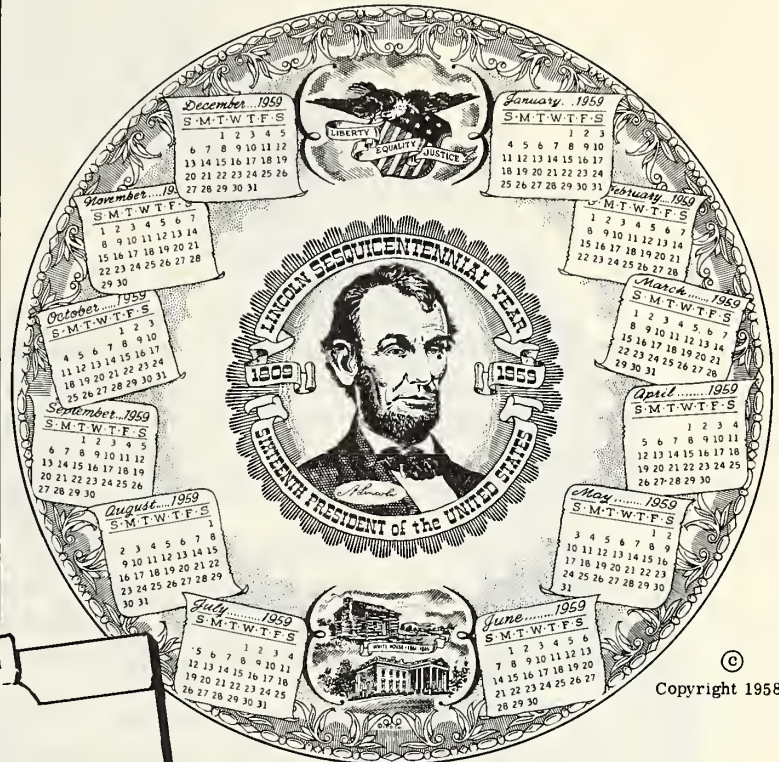
ABRAHAM LINCOLN

ROYAL CHINA QUALITY

COMMEMORATIVE PLATE



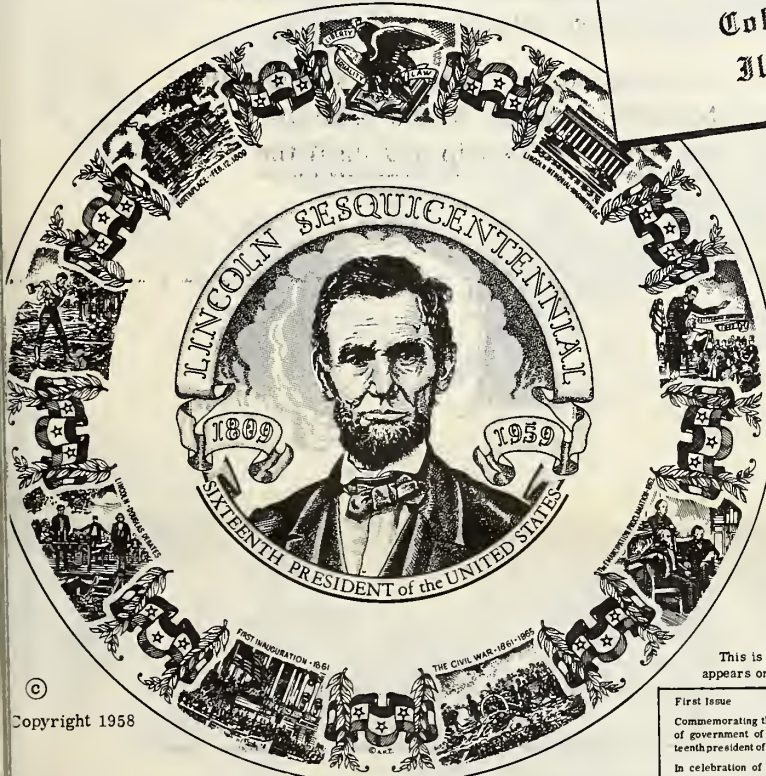
R-57



R-58

U. S. Citizens
Savings &
Loan Assn.
Columbus,
Illinois

Specially fitted imprinted
Carry-Bag also available.



R-65



R-66

This is the legend that
appears on back of each plate.

First Issue Collectors' Item
Commemorating the life, ideals and philosophy
of government of ABRAHAM LINCOLN, six-
teenth president of the United States of America.
In celebration of the 150th anniversary of the
birth of ABRAHAM LINCOLN during the entire
year of 1959 in tribute to the aims and purposes
expressed by Joint Resolution of the Congress
of the United States and the U.S. Lincoln Sesqui-
centennial Commission, Washington, D. C.

Distributed through:

Lincoln Commemorative Distributing Company

407 LEADER BUILDING

CLEVELAND 14, OHIO

Lincoln Commemorative Distributing Company

407 LEADER BUILDING
CLEVELAND 14, OHIO
M A I N 1 - 1 0 3 3

LINCOLN SESQUICENTENNIAL YEAR 1809 - 1959

The year 1959 will mark the 150th anniversary of the birth of Abraham Lincoln. By special act of Congress, a Lincoln Sesquicentennial Commission has been established in order to provide and encourage appropriate nationwide observances of this memorable and historical occasion. During the entire year of 1959 this event will be celebrated by the national and state governments, localities, schools, churches, historical and patriotic as well as private organizations.

Here is an unusual premium to build and increase sales, or obtain new accounts. A choice of these exclusively designed Lincoln Commemorative Plates will tie in perfectly with the nationwide free and extensive public and private publicity during this entire Lincoln Sesquicentennial year of 1959.

Plates as pictured are stamped FIRST ISSUE and COLLECTORS' ITEM and are of Royal China quality in vitreous underglaze, suitable for wall, cabinet or table display. These plates are available for immediate delivery and can carry your imprint on the reverse side as desired, as well as on the specially fitted carry-bag. Quality plates of this type ordinarily retail for \$2.95 or more, however we are accepting advance orders now at the special quantity price of \$ 1.25 each. Exclusive distributorship for your institution in your locality may be obtained if you act promptly.

Here is your opportunity to participate in this educational, patriotic and historic occasion and at the same time benefit from the attendant publicity to the Lincoln Sesquicentennial during the entire year of 1959. We urge you to clip and mail the coupon below immediately!

Lincoln Commemorative Distributing Co.
407 Leader Building
Cleveland 14, Ohio

Gentlemen:

- ☐ Please have your representative call.
☐ Kindly send sample plate, C. O. D.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____



Lincoln Commemorative Distributing Company

407 LEADER BUILDING
CLEVELAND 14, OHIO
M A I N 1 - 1 0 3 3

LINCOLN SESQUICENTENNIAL YEAR 1809 - 1959

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Firm Name _____

Address _____

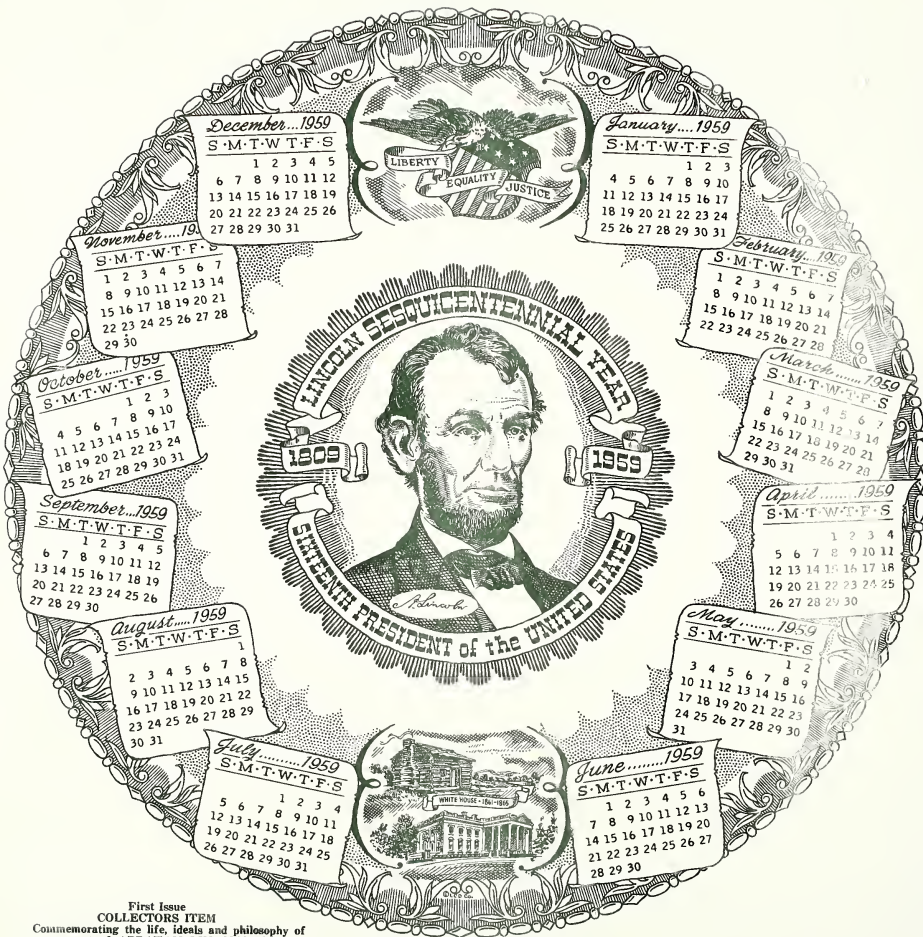
City _____ Zone _____ State _____



FIRST ISSUE . . . COLLECTORS ITEM

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© Copyright 1959 by A. H. Zyckick
Leader Building — Cleveland, Ohio



Lincoln Commemorative Distributing Company

407 LEADER BUILDING
CLEVELAND 14, OHIO

M A I N 1 - 1 0 3 3

November 6, 1958

Dr. C. Gerald McMurtry
c/o Lincoln National Life Insurance Company
Museum
Fort Wayne, Indiana

Dear Dr. McMurtry:

We are today forwarding you our pattern R-65, as per recent correspondence, which we hope you like, together with literature explaining our series of Lincoln Sesquicentennial Commemorative plates, which are becoming now first available to the public at the various outlets which are under the direction of the National Parks System, which, as you know, include Lincoln Sites, Museums, souvenir stores, etc.

These plates are enjoying a marvelous reception and we are in process of displaying same in public buildings and institutions and otherwise arranging nationwide publicity for same.

Many of our "Lincoln family" operations such as banks and institutions named "Lincoln" have responded beautifully. We should like much to do all we can to cooperate with the Lincoln National Life Insurance Company if they could be interested in having us offer these to their agencies. I understand from our Mr. Stutz, who is presently on a good will tour, that he had discussed this matter with someone in the advertising department at Lincoln National Life, and that we were to have received a list of the agencies which we were to circulate with literature. We have to date not received same and we have been too occupied to follow this up. It would be much appreciated if you could direct us to the proper person for this.

We consider these Commemorative plates to be educational and historical as well as attractive for a collector's item and school awards, etc, and have geared our project for the widest possible distribution at the lowest ultimate cost possible to the public. Samples of these plates have been forwarded and/or delivered to U.S. Lincoln Sesquicentennial Commission members as well as the various State memberships, and we have received very fine response and commendation for them.

The writer is the former United States Commission General for the Great Lakes Exposition, and is fortunate in possessing quite a number of friends who are considered popular celebrities, who will be happy to "celebrity feature" these Commemorative plates through available public media at the proper time.

Our pattern-design series of these Commemorative plates is now complete and we are beginning to direct attention to our outlets for distribution. To this end, we would most welcome any form of participation that Lincoln National Life may suggest, and we would indeed like to hear from them.

November 6, 1958

It is my impression that Mr. Stutz, in one of his phone conversations while he was in the East, indicated that the President of Lincoln National Life was due at some office celebration, I believe, in Baltimore or that area, and that these Lincoln Sesquicentennial Commemorative plates had been called to his attention.

We are most interested in the success of the Lincoln Sesquicentennial Year and we too are at your command for any public service we can render in this connection.

Thanking you for your kindness and consideration, I remain

Most sincerely yours,

AHZ:r


A.H. Zychick, Pres., L.C.D.C.

Lincoln Commemorative Distributing Company

RECEIVED
MAR 23 1959
LIFE INSURANCE CO.

407 LEADER BUILDING
CLEVELAND 14, OHIO
Main 1-1033

The Lincoln National Life Insurance Company
Fort Wayne, Indiana

March 18, 1959

Attention: Mr. J. P. White, Advertising Manager

Dear Mr. White:

We are pleased to announce that our new Lincoln Commemorative Plaques are now ready for shipment in styles Nos 102, 103, 105 and 106, as illustrated in the enclosed proofs. Sample No. 103 is enclosed for your inspection.

It is our thought, if we may make the suggestion, that such an item might be used with good effect by your agents as good-will gifts. With all the publicity this year on the Lincoln Sesquicentennial - and plans formulating now for the commemoration of the Civil War Centennial during the forthcoming four years - we believe you could work out something most appropriate for your agents, on similar format to this.

If you feel you would like to go along on such a program, in quantity, we could offer you choice of any of the designs shown on the enclosed proofs - and any quotation and imprint you might wish - either on the front of the plaque or the back. For such special design, our minimum firm order would have to be around 20,000 - and we could offer them to you in this quantity at approximately \$300.00 per M, f.o.b. Cleveland, Ohio.

Individual agency name and address (four lines of copy) could be placed on the back of the plaque, if desired, at \$15.00 per M., additional. Minimum imprint quantity: 200 plaques. Such orders for release against firm order.

If you feel such an idea has merit, we should be very happy to cooperate with you in whatever way you think best, to suit your special purposes.

If you merely feel you would wish to place this plaque in your Lincoln National Life magazine, for individual orders, in the same manner in which the Lincoln plate was handled .. our price for individual shipment from this office would be \$.85 postpaid to any part of the United States or territories.

Your personal comments would be very much appreciated. We hope we may have the pleasure of hearing from you soon. We should like to take this opportunity to thank yourself and your Mr. Roehling for the fine courtesy and cooperation you have given us with regard to our Lincoln Commemorative plates.

Sincerely yours,

A.H. Zychlik, President
Lincoln Commemorative Distributing Co.

AHZ:r

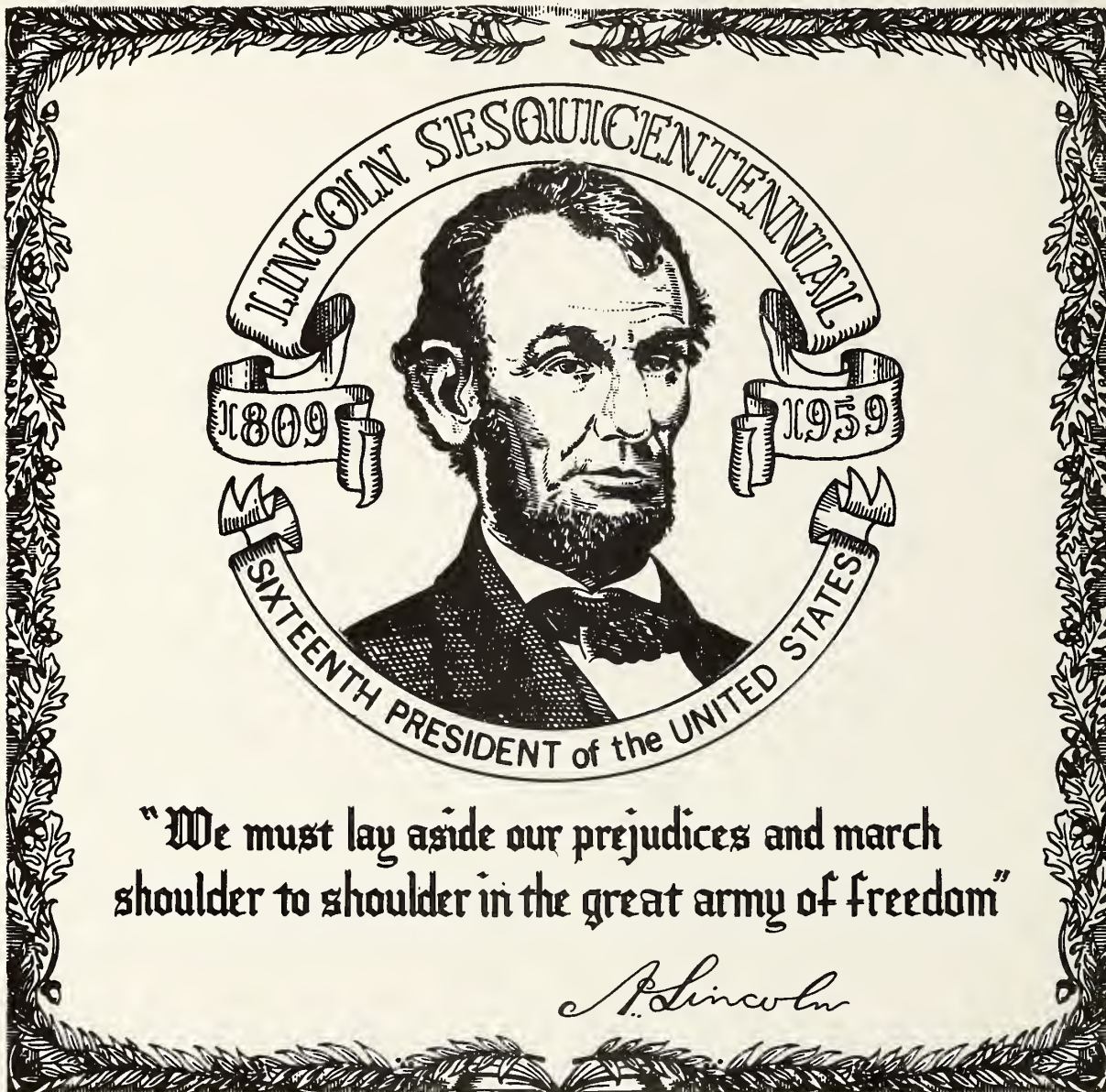
Not particularly attractive.

30000

think it looks cheap. and tell him that.

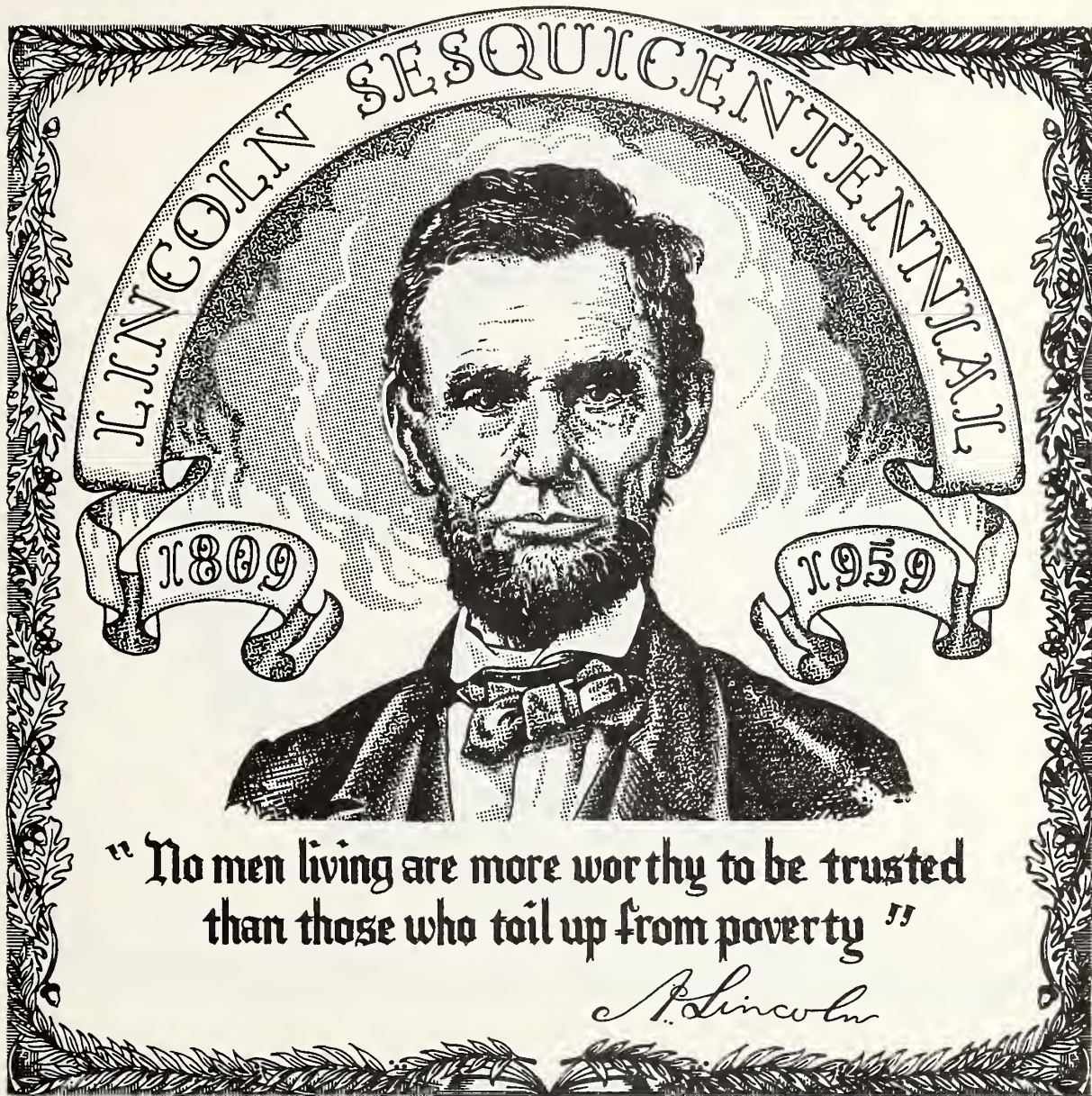
No ans

85¢ per shipping charges or 85¢ per piece when shipped separately



STYLE • 101

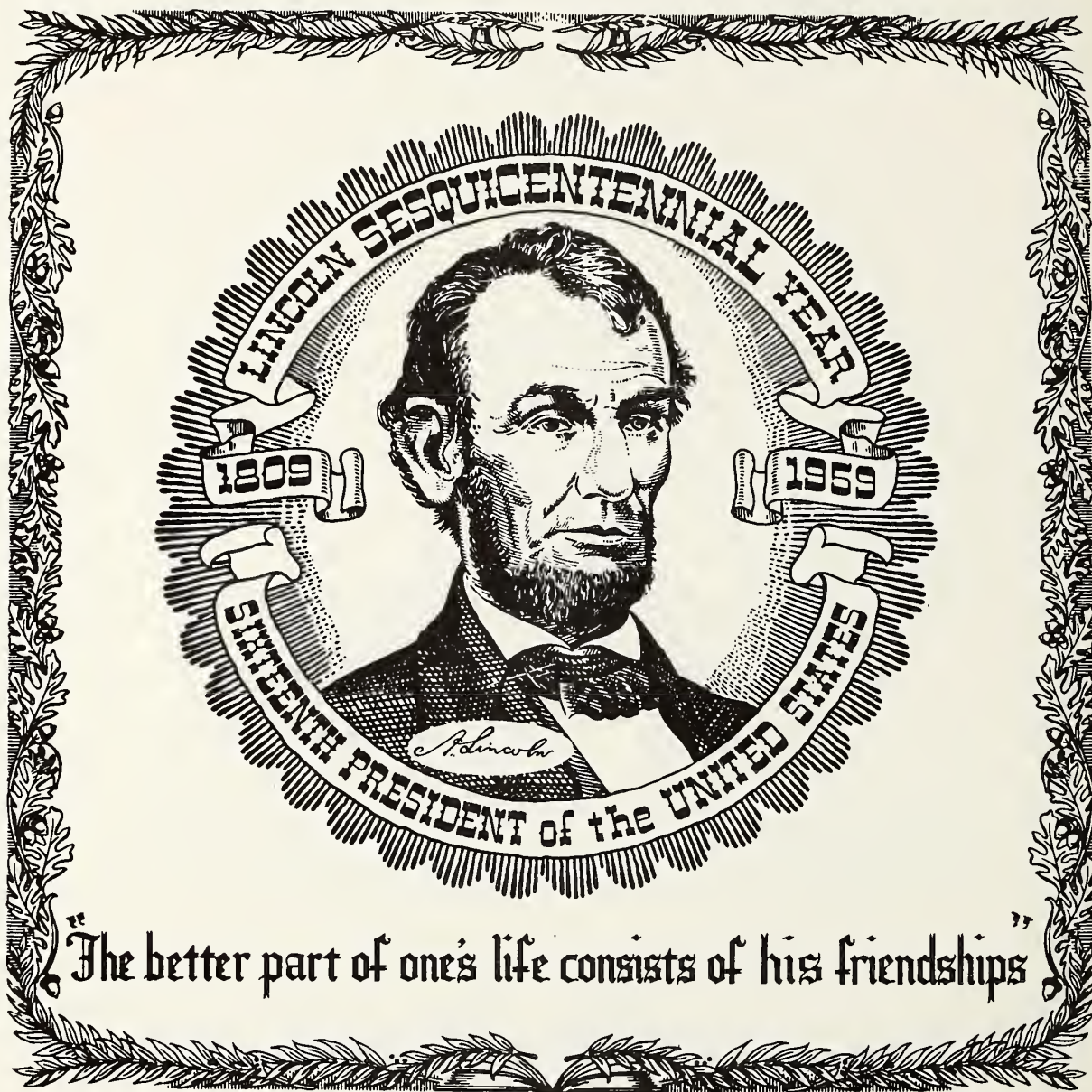
LINCOLN COMMEMORATIVE DISTRIBUTING CO.
407 LEADER BUILDING
CLEVELAND 14, OHIO



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STYLE · 102

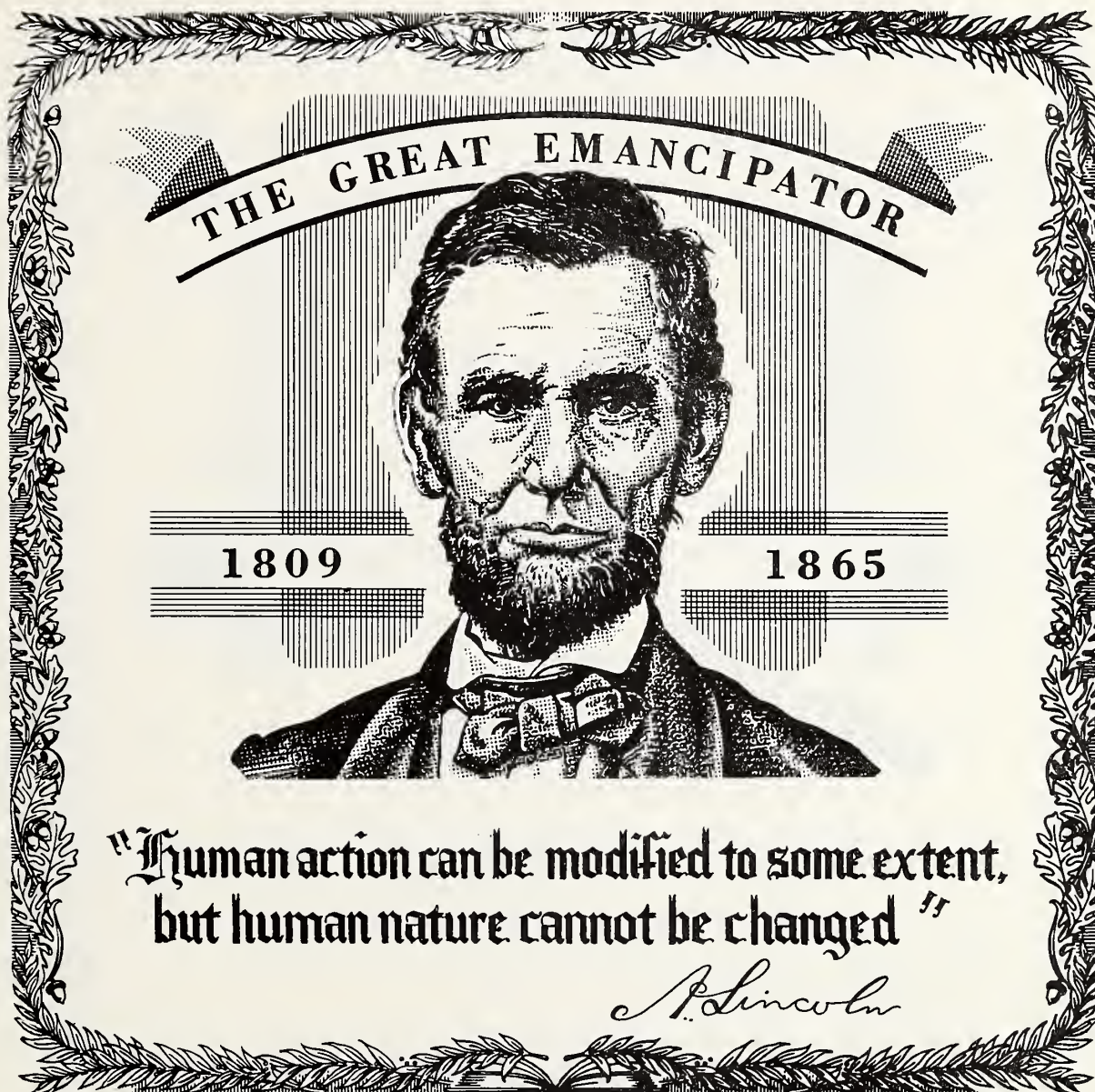
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STYLE · 103

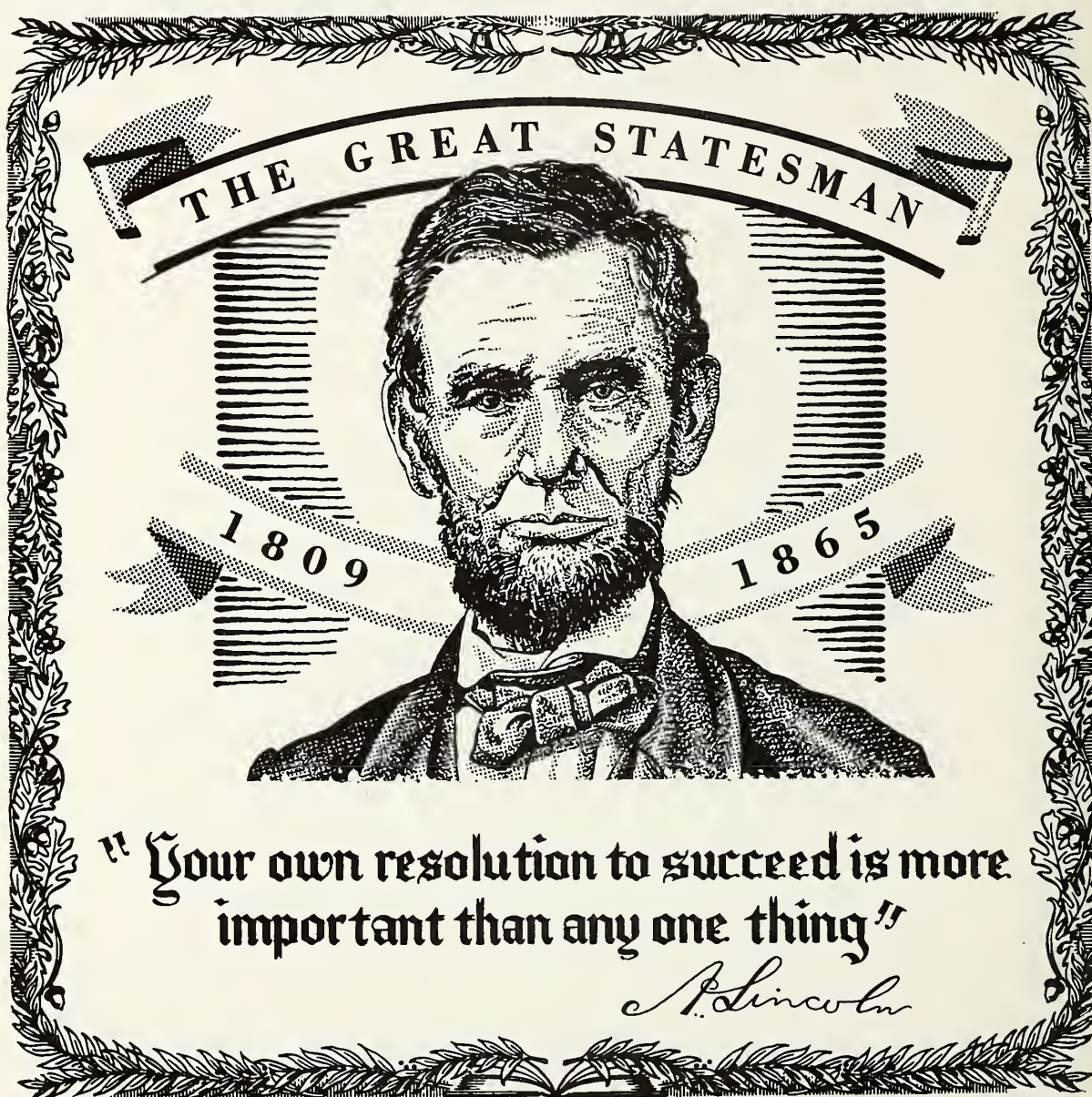
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STYLE · 104

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STYLE · 105



Gettysburg Address

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate--we can not consecrate--we can not hallow--this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us--that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion--that we here highly resolve that these dead shall not have died in vain--that this nation, under God, shall have a new birth of freedom--and that government of the people, by the people, for the people, shall not perish from the earth.

November 19, 1863.

A. Lincoln



STYLE-106

LINCOLN COMMEMORATIVE DISTRIBUTING CO.
407 LEADER BUILDING
CLEVELAND 14, OHIO

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by A. H. Zychick



Lincoln
Sesquicentennial
1809-1959

"You cannot help
men permanently by
doing for them what
they could and should
do for themselves"

A. Lincoln

© 1959 A.M.Z.

STYLE-107

LINCOLN COMMEMORATIVE DISTRIBUTING CO.

407 LEADER BUILDING
CLEVELAND 14, OHIO



*The Great
Emancipator
1809 • 1865*

*"You cannot
bring about prosperity
by discouraging
thrift"*

© 1959 A.H.Z.

STYLE • 108

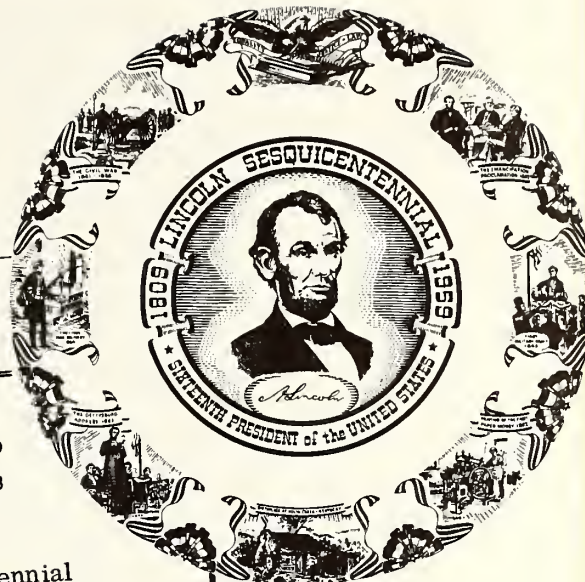
LINCOLN COMMEMORATIVE DISTRIBUTING CO.,
407 LEADER BUILDING
CLEVELAND 14, OHIO



The Perfect Premium for 1959

ABRAHAM LINCOLN

COMMEMORATIVE PLATE



Lincoln Commemorative Distributing Company

407 LEADER BUILDING
CLEVELAND 14, OHIO
M A I N 1 - 1 0 3 3

The year 1959 will mark the 150th anniversary of the birth of Abraham Lincoln. By special act of Congress, a Lincoln Sesquicentennial Commission has been established in order to provide and encourage appropriate nationwide observances of this memorable and historical occasion. During the entire year of 1959 this event will be celebrated by the national and state governments, localities, schools, churches, historical and patriotic as well as private organizations.

Here is an unusual premium to build and increase sales, or obtain new accounts. A choice of these exclusively designed Lincoln Commemorative Plates will tie in perfectly with the nationwide free and extensive public and private publicity expected during this entire Lincoln Sesquicentennial year of 1959.

Plates as pictured are stamped FIRST ISSUE and COLLECTORS' ITEM and are of Royal China quality in vitreous underglaze. These plates are available for immediate delivery and can carry your imprint on the reverse side as desired, as well as on the specially fitted carry-bag. Quality plates of this type ordinarily retail for \$2.95 or more, however we are accepting advance orders now at the special quantity price of **\$1.25 each**. Exclusive distributorship for your institution in your locality may be obtained if you act promptly.

Here is your opportunity to participate in this patriotic and historic occasion and at the same time benefit from the attendant publicity to the Lincoln Sesquicentennial during the entire year of 1959. We urge you to mail the attached card immediately!

*Don't
Delay!*
**MAIL
TODAY!**

-----TEAR OFF AND MAIL-----

Lincoln Commemorative Distributing Co.
407 Leader Building
Cleveland 14, Ohio

Gentlemen:

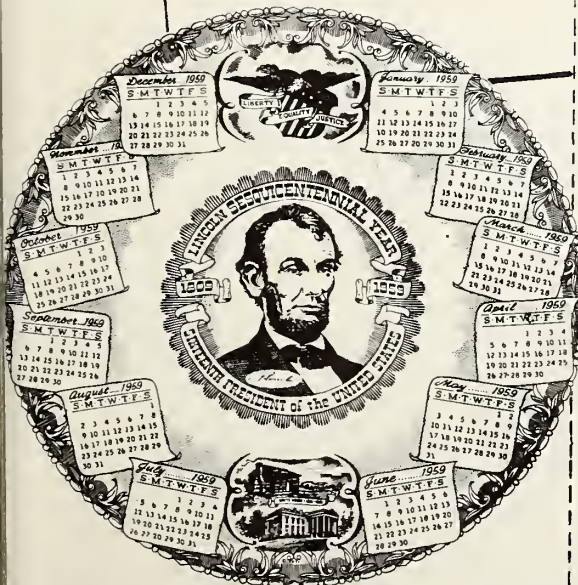
- ☐ Please have your representative call.
☐ Kindly send sample plate C. O. D.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____



BULK RATE
U. S. Postage
PAID
CLEVELAND, OHIO
Permit No. 1812

Public Law 85-262
58th Congress, H. J. Res. 351
September 2, 1957

JOINT RESOLUTION

71 Stat., 587.

★ 1809 - 1959 ★

This is the legend that
appears on back of each plate.

Commemorating the life, ideals and philosophy of government of ABRAHAM LINCOLN, sixteenth president of the United States of America.

Collectors' Item



10 inch plate - Royal China quality, vitreous, underglazed - Special Copyright Design
Available in - BLACK, BLUE, GREEN, or BROWN

**No
Postage Stamp
Necessary
If Mailed in the
United States**

**No
Postage Stamp
Necessary
If Mailed in the
United States**

First Class Permit No.15303-Cleveland, Ohio

[illegible]

ABRAHAM LINCOLN

ROYAL CHINA QUALITY

COMMEMORATIVE PLATE

150th ANNIVERSARY YEAR

10 inch Plate

Suitable for wall, cabinet or table display.
Hanging and display brackets are readily
available locally.

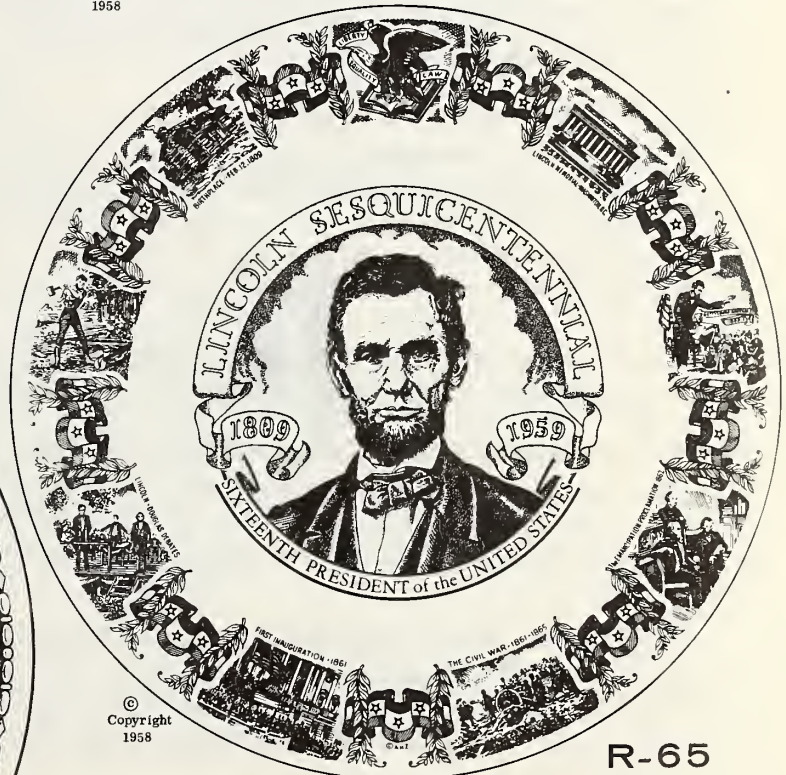


Specially fitted imprinted
Carry-Bag also available.



R-65B

©
Copyright
1958



R-65

©
Copyright
1958



R-66

©
Copyright
1958

(Legend on reverse side of plate.)

First Issue

Collectors' Item

Commemorating the life, ideals and philosophy of government
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In celebration of the 150th anniversary of the birth of Abraham
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and purposes expressed by Joint Resolution of the Congress of
the United States and the U. S. Lincoln Sesquicentennial Com-
mission, Washington, D. C.

Made in the U. S. A.

Are You Participating?

The year 1959 marks the 150th anniversary of the birth of Abraham Lincoln. The United States Lincoln Sesquicentennial Commission, and various State Commissions, have been established to provide and encourage appropriate nationwide observances of this memorable and historic anniversary.

During the entire year of 1959, this event is being celebrated by National and State governments, localities, schools, churches, historical and patriotic as well as private organizations.

The Lincoln Sesquicentennial Commemorative Plates, pictured on the reverse of this letter, were specially designed in tribute to the Lincoln Sesquicentennial celebration...and were selected and used for favor and exhibit at the Presidential Lincoln Sesquicentennial Dinner in Washington under the joint auspices of the Lincoln Group of the District of Columbia and the U. S. Lincoln Sesquicentennial Commission.

These plates are truly potential heirlooms! Designs R-65, R-66 and R-65B are the same as those used at the Presidential Dinner. These desirable keepsakes are individualized as stamped: "FIRST ISSUE - COLLECTOR'S ITEM". They are Royal China quality 10" plates in vitreous underglaze, suitable for wall, cabinet or table display: available in blue on white or black on white, and are exclusive.

Use the coupon below, along with your remittance, to order your choice of designs. Remember, too, these make excellent birthday or Christmas gifts to those special friends. If you wish, attach your list of names and addresses and we will be happy to make shipment of individual plates for you, showing your name on the label.

Civic, patriotic and fraternal groups are now using these Lincoln plates with good success as a fund-raising item. Perhaps you are a member of such a group, looking for a way to increase funds. If so use the coupon below for full details on methods of selling...either through direct sales at your banquets, meetings or conventions...or through individual mail order program which we have developed so that all details of shipping and mailing are handled directly from our office, with substantial profit refund to your group.

These plates, too, may be used as awards for essay contests, or as door prizes, or for exhibit and service plate...and special quantity prices are offered for this purpose.

To: Lincoln Commemorative Distributing Company
407 Leader Building
Cleveland 14, Ohio

Date _____

Please send, postpaid, at \$2.95 each, the following LINCOLN COMMEMORATIVE PLATES:

Quantity	Style No.	Color
_____	_____	_____
_____	_____	_____
_____	_____	_____

Remittance in the amount of \$ _____
is enclosed.

Please send information: ☐ for fund-raising plan ☐ for quantity prices

Name _____ Address _____

City _____ Zone _____ State _____

Name of Organization _____

